# **Israel** Hinojosa

## Senior User Experience Designer

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## Experience

### ALOHA Collection/ Sr. Digital Product Designer

June 2025 - Present - Full Time - Carlsbad, CA

• Own digital product and UX strategy across ALOHA Collection's e-commerce ecosystem.
• Lead CRO and experimentation initiatives to optimize customer journeys and drive conversion.
• Collaborate cross-functionally to deliver high-impact digital experiences from strategy through launch.

### Z Supply / Senior UX/UI Designer

April 2024 - June 2025 - Full Time - Costa Mesa, CA

• Partnered with brand and dev team to ensure design consistency and implementation fidelity.
• Present concepts to stakeholders and refine based on feedback.
• Owned and overhaul website design system, ensuring consistency across navigation, filters, PDP, PLP, product cards, and mini cart.
• Collaborated with CRO consultant on ideation, design concepts, and A/B testing roadmap.

### Clever Creative Inc. / Senior/Lead UX Designer

October 2023 - March 2024 - Contract - Los Angeles, CA

• Developed conceptual diagrams, wireframes, visual mockups, and prototypes.
• Presented design work to the team, product leadership team, and VCA Animal Hospitals executives for review and feedback.

### KlientBoost / UX/CRO Designer

March 2021 - March 2024 - Full Time - Costa Mesa, CA

• Created all image assets, mockups, prototypes, and landing pages, while collaborating with the account manager for the tracking of conversions in Google Analytics and the Unbounce page builder for e-commerce and lead gen clients.
• Set up A/B tests for landing pages through Unbounce.

### Boardriders / Global UI Designer

Aug 2020 - March 2021 - Full Time - Huntington Beach, CA

• Executed all phases of the design process, from wireframing concepts to final hand-off to engineering and design QA.
• Ensured deliverables were detailed for implementation through a deep understanding of modern FED (dynamic content, checkout scenarios, form behavior).

### SeedCMS (Shopify Plus Partner) / Lead UX/UI Designer

Nov 2016 - Aug 2020 - Full Time - Irvine, CA

• Managed the design team and coordinated projects.
• Mentored junior UX Designers in best practices and user-focused processes.
• Led UX design efforts for clients, focusing on CMS migration and optimization.

## Summary

Lead User Experience Designer with a strong background in the e-commerce and creative sectors. I possess a deep understanding of design principles and methodologies, and I am adept at leveraging various tools and technologies to deliver outstanding results. I am passionate about creating seamless user experiences and finding innovative solutions to meet user needs.

## Skills

Product Design
User Interface
Rapid Prototyping
Design Research
Interaction Design
Wireframing
Agile & Lean UX
User-Centered
Design Usability
Testing
A/B Testing Data
Analysis Creative
Strategy
Google Analytics
Design entation

## Tools & Technologies

Figma, Sketch, Claude, Framer, Adobe XD, Hotjar, Microsoft Clarity, Crazy Egg, Photoshop, Illustrator, Unbounce, Convert, Zeplin, Omnigraffle, Marvel, Asana, Trello,

## Education

**General Assembly,** Los Angeles, 2015
*User Experience Design Immersive*

**California State University,** Fullerton**,** 2013
*Bachelors of Arts in Cultural and Social Anthropology*